



Birgit Anich
President/Founder

RESA –PRO
HSR Certified Professional
Home Stager & ReDesigner



Services

- * Vacant Home Staging
- * Consultation
- * Occupied Home Staging
- * DIY Action Plan
- * Corporate Relocation Staging & Set-Up
- * Color Consultation
- * Interior Re-Design
- * Downsizing Consultation/Design
- * Move-In Design
- * Furniture/Accessories Shopping Services

About Us

Birgit developed her love for interior design in her late teenage years during which she worked closely with her parents' architect to design their very own home.

After graduating with masters in business/marketing and economics and a few years working in the corporate world she went back to study Interior Design at Fairfield University, while continuing her full time job. Two years into the program she put her dream on hold to expand her family with two lovely children.

She always loved helping friends with her design ideas. However, when the real estate market turned around and she saw so many houses sitting on the market for such a long time, she wanted to be able to help families to sell their homes faster.

So she decided to become an Accredited Home Staging Professional and finally combined her 10+ years corporate business experience with her true passion by creating *Redesign Your Space*. Now she finally does professionally what she enjoys most - being creative and helping others adding true value to their lives.

Having lived in several European countries and traveled throughout the world, she is quite familiar with how people from different cultures live. These varied design elements provide her with an exceptional pool of creative ideas.

Birgit is a RESA-PRO & HSR Certified Professional Home Stager and ReDesigner as well as the Connecticut Chapter President of the American Society of Home Stagers and ReDesigners (ASHSR) and a member of the Real Estate Staging Association (RESA).

Redesign Your Space
Staging, Redesign & Decorating

Norwalk, CT
203 434 0669
info@redesignyourspace.com

www.redesignyourspace.com



Top Home Sales Preparation Tips

Home Staging - the best way to appeal to buyers

Home Staging is a marketing tool to prepare and make your house appealing to the largest range of buyers, so it sells faster and at the top price. You get only ONE chance to make a great first impression. Once this first impression has been formed, home buyers are looking for reinforcement of this impression throughout your house – room by room.

Home Staging is about

- packaging your house
- removing objections
- emphasizing positive features of your house
- downplaying less desirable features
- making the space look larger, brighter & lighter
- making it desirable to live in it & buy it

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What to consider when putting your house on the market

You have decided to sell your home – are you emotionally ready to put your house on the market?

The reasons for selling a home can be many, but regardless of the reason, once your house is on the market for sale, you are in business. This means your home is no longer your home, but a house, a product that you are selling. Therefore, it has to be prepared as such. Are you ready for this? It is no longer about your taste, but what buyers are looking for.

Getting a house ready for sale is a full-time job and needs some investments (time and/or money) to make it stand out from the competition. This is especially true in this buyers market. Once mentally moved on to the next home, most sellers are reluctant to put any more money into the property they are selling.

This can cost you way more than you think. A house needs to be prepared before it is being put on the market - like any other product - the way the product looks is critical to the success of marketing it. Leaving your house in an "as is condition" will make it easier for your competition to sell their property. First impressions are so critical in the home selling process. They are formed within the first 5-10 seconds and start with the promotional online MLS pictures. There are 4 components that drive the success of how well your house sells:

- location of your house
- packaging – looks & feel
- promotion – MLS photos
- price

All 4 components are related to each other. If they are not being considered together, the success rate of selling the property fast and at the highest possible price is largely diminished.

If the looks and feels of the house does not stand out from the competition, the promotion (MLS listing photos) will not stand out from the competition either. Since over 85% of home buyers search for homes online first, it is so critical that your house stands out. Otherwise you are off the list before you are even on the list of homes for them to visit.

The longer your property is on the market, the greater the price drop - the first price drop typically happens after 4-5 weeks on the market. These price drops are on average 6% of the listing price. Investing up front in properly preparing your home can save you from such costly reduction in your selling price. Research done by Home Gain with 1000 realtors indicates that home staging costs typically are 586% recovered in the home selling process.

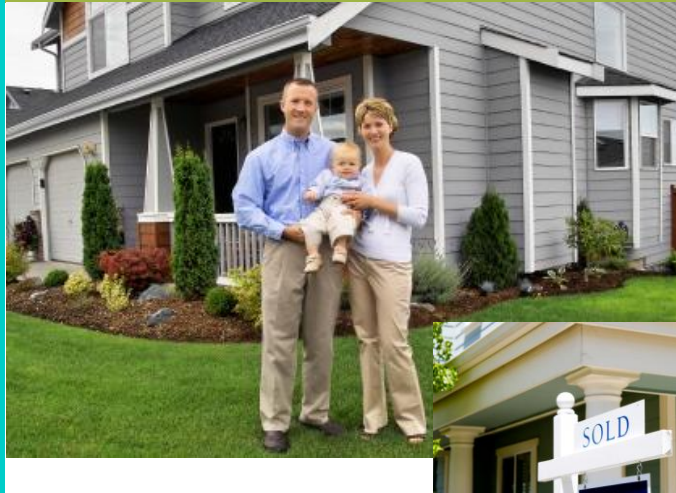
Home Sellers need to make a decision - do you want to make some investment to sell your house fast and for the highest price or do you settle for less? Home Stagers are experts in preparing homes for sale and can help you along with this process. We completely understand that it is very hard for someone who lived in a house for a long time to recognize what the changes are needed to make the home appeal to the widest tastes of buyers possible.

A word about vacant houses

My house is de-personalized – it is vacant, so I do not need to stage it. False! – Why?

- * Vacant homes sell much slower
- * Without furniture there is no point of reference – buyers will ask – can I fit my king size bed in here? Where should I put my TV? What kind of room is this supposed to be – a bedroom, exercise room, library, office,...?
- * When a room is empty, buyers focus on negative details
- * Only 10% of buyers can visualize the potential of the home
- * Vacant home rate is at an all time high – you need to make your house stand out from the competition

Vacant home that have been staged sell on an average 78% faster!



Getting ready for selling your house

What YOU can do to prepare your house for sale

There are many things that you as the home seller can do on your own to prepare your home for sale. The time and investment you make will pay off – they do not have to be expensive, but you will get a great return on your investment.

1. Repair – even the smallest maintenance problem evokes a sense that the house has not been well maintained. You don't want buyers to focus on defects, have them focus on the positive features. Fix cracks in the walls, broken windows or tiles, leaking faucets, peeling paint, bulbs,...

2. Refresh – the easiest, least expensive and least time consuming way to add flair to your home is with paint. Don't be afraid to use some color. I like using colors in the grey, sage green or beige tones. I refrain from using white as it gives a room a cold feeling and no interest.

3. Clean – your house needs to sparkle. Especially your kitchen, bathrooms, carpets, windows, chandeliers have to be spotless. If grouts do not become sparkling with all your cleaning efforts, consider using a grout pen to refresh them. Cabinets, drawers and all appliances need to be wiped on the inside and outside. Don't forget the backsplash.

4. De-clutter – one of the most challenging and most beneficial actions in home staging. This step will make your actual moving day much easier. Get 4 boxes and label them "storage, donation, throw out, keep". Go through all your belongings – whatever you have not been using in the past 3 months put them in the storage box, donate, or throw out. Anything that you have not used in 6 months, throw them out or donate them.

5. Taking the Home out of the House – depersonalize

In this step the house must look as it could be anyone's home. We want home buyers to be able to envision themselves living here. The way live in a home and the way you sell a home are very different things. You are selling your house to become home.



someone else's. You are not selling your home. Only 10% of buyers can see through – the typical buyer cannot picture themselves living in your home. By creating a depersonalized, open feeling house, you enable buyers to focus on the unique features of your house. Remove family photos, pack away any collectible items and trophies, awards, vacation souvenirs, and kids drawings. Use simple décor items like flowers or candles instead. If you have themes in your



house – e.g. roosters, equestrian,... - remove these themes. De-personalizing does not mean creating a sterile and cold environment. Home Staging is about finding the happy medium, the perfect balance and strategically placing furniture and accessories.

6. Showcasing – One of the biggest challenges for do-it-yourselfers is arranging the furniture and accessories after having removed them for cleaning, de-cluttering and

depersonalizing. One of the most important considerations is looking into the room when you enter it and arrange the furniture so the room shows open, inviting and flows nicely. Art helps unifying a room and help the eye transition throughout the room. It is important to find the right balance and proportion with furniture and accessories. Accessorizing does not have to be expensive – first look around in your house and use what you have. You might

want to bring some from other areas in the house or make slight changes to the accessories. Some accessories purchases might be necessary to give the room the necessary WOW feeling – consider these as an investment into your home selling process.

7. Curb Appeal – First impressions start on the outside. Repair peeling paint, shutters, gutters, cracked driveway, trim bushes & grass, add flowers, pack away the toys.

How to hire a professional Home Stager

Before hiring a home stager there are some things you should know. At this time there is no independent national organization (like ASID for Interior Designers) that certifies Home Stagers and no government oversight or licensing.

[Here are some tips to help you select the right home stager for your house:](#)

- * You are selling your most valuable asset, your home. Look for a staging professional with great competency and

professionalism, rather than the cheapest price.

- * Ask about their training & experience
- * Ask to see a portfolio
- * Ask about insurance coverage
- * You want to make sure that the professional is working full time as a Home Stager to be available for your needs.
- * Make sure you are given a clearly written contract and that you understand all

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